

CLAIMS

What I claim is:

1. A sticker assembly comprising:

5 a sticker having an indicia-bearing surface;

a non-perforated layer of vinyl film having a first side and a second side, the second side having a low-tack adhesive layer; and

an adhesive disposed between the sticker and the first side of the film resulting in direct contact of the adhesive with the vinyl film and fixedly attaching the sticker to the vinyl film and wherein the indicia-bearing surface is viewable through a receiving surface and wherein the first side of the vinyl film is adapted

10 be releasably adhered to a receiving surface.
2. A method of releasably adhering a vehicle windshield sticker to a vehicle windshield, the method comprising:

15 providing an indicia-bearing windshield sticker having an adhesive layer thereon;

providing a continuous, uninterrupted layer of vinyl film having a first side and a second side, the second side having a low-tack adhesive thereon;

20 adhering the sticker to the first side of the vinyl film via the adhesive layer wherein the adhesive layer is in direct contact with the first side of the film and wherein the adhesive layer fixedly attaches the sticker to the first side of the film to form a sticker assembly; and

adhering the sticker assembly to the windshield by placing the second side of the vinyl film against the windshield wherein the low-tack adhesive

25 releasably adheres to the windshield and wherein the indicia is viewable through the windshield and wherein the sticker assembly can be peeled off the windshield without damage to the sticker.

05901472.070901  
T06070.274T0650

3. The method of Claim 2 including the step of trimming the vinyl film thereby placing peripheral edges of the vinyl film in registry with peripheral edges of the windshield sticker.

5 4. The method of Claim 2 wherein the adhesive layer on the windshield sticker has spaced strips of adhesive and the method further including the step of placing strips of vinyl film coinciding with the strips of adhesive, the strips of vinyl film having a low-tack adhesive there for releasably adhering to the windshield.

10 5. The method of Claim 2 wherein the vinyl film is optically clear.

6. A sticker assembly for a vehicle having a window, the assembly comprising:

15 an indicia-bearing window sticker having an adhesive layer;  
a continuous, uninterrupted layer of vinyl film having a first side and a second side, the second side having a low-tack adhesive thereon, the first side adhered directly to the adhesive layer of the window sticker wherein the adhesive layer fixedly attaches the window sticker to the first side of the vinyl film; and,  
20 the low-tack adhesive on the second side of the vinyl film is releasably adhered to the window wherein the indicia-bearing sticker is viewable through the window from outside of the vehicle.

25 7. The window sticker assembly of Claim 6 wherein peripheral edges of the vinyl film are essentially in registry with peripheral edges of the window sticker.

8. The window sticker assembly of Claim 6 wherein the vinyl film is optically clear.

10. The window sticker assembly of Claim 9 wherein the vinyl film  
comprises a pair of spaced strips of vinyl film wherein the spaced strips are  
positioned to correspond to the spaced strips of adhesive.

10 providing an indicia-bearing windshield sticker having an adhesive layer thereon;

positioning the first side of the film over the adhesive on the sticker  
15 and adhering the first side of the film directly to the adhesive such that the vinyl  
film cannot be separated from the adhesive without destroying the vinyl film and  
the sticker; and

25                    12.    A sticker assembly for a vehicle having a windshield, the  
assembly comprising:

30 a non-perforated layer of vinyl film having a first side and a second side, the second side of the film having a low-tack adhesive thereon, the first side

of the film positioned over the adhesive on the sticker and adhered directly to the adhesive such that the vinyl film cannot be separated from the adhesive without destroying the vinyl film and the sticker;

wherein the second side of the vinyl film is capable of being releasably adherable to the windshield via the low-tack adhesive being adapted to be positioned against the windshield so that the indicia-bearing substrate is viewable through the windshield from outside of the vehicle and wherein the sticker assembly can be peeled off the windshield without damage to the sticker.

13. A method of releasably adhering a vehicle windshield sticker to a vehicle windshield, the method comprising:

providing an indicia-bearing windshield sticker having an adhesive layer thereon, the adhesive layer comprising a first strip of adhesive positioned along a peripheral edge of the sticker and a second strip of adhesive positioned along an opposite peripheral edge of the sticker, wherein an indicia bearing portion of the sticker does not have adhesive over that portion;

providing a first non-perforated strip of vinyl film having a first side and a second side, the second side having a low-tack adhesive thereon;

trimming the first strip of vinyl film to correspond in size to the first strip of adhesive on the sticker;

providing a second non-perforated strip of vinyl film having a first side and a second side, the second side of the second strip of film having a low-tack adhesive thereon;

trimming the second strip of static-cling film to correspond in size to the second strip of adhesive on the sticker;

positioning the first side of the first strip of film to correspond to the first strip of adhesive and adhering the first side of the first strip of film directly to the first strip of adhesive such that the first strip of film cannot be separated from the first strip of adhesive without destroying the first strip of film and the sticker; and

positioning the first side of the second strip of film to correspond to the second strip of adhesive and adhering the first side of the second strip of film directly to the second strip of adhesive such that second strip of film cannot be separated from the second strip of adhesive without destroying the second strip of film and the sticker;

the sticker, the first and second strips of adhesive and the first and second strips of vinyl film defining a sticker assembly, releasably adhering the sticker assembly to the windshield by placing the second sides of the strips of vinyl film against the windshield so that the low-tack adhesive on the first side of the first strip of vinyl film is positioned against the windshield and the low-tack adhesive on the first side of the second strip of vinyl film is positioned against the windshield and so that the indicia is viewable through the windshield and wherein the sticker assembly can be peeled off the windshield without damage to the sticker.

14. A static-cling sticker assembly for a vehicle having a windshield, the assembly comprising:

an indicia-bearing windshield sticker having an indicia-bearing substrate with an adhesive layer disposed on the substrate, the adhesive layer comprising a first strip of adhesive positioned along a peripheral edge of the sticker and a second strip of adhesive positioned along an opposite peripheral edge of the sticker;

a first non-perforated strip of vinyl film having a first side and a second side, the second side of the first strip of film having a low-tack adhesive thereon, the first side of the first strip of film positioned to correspond to the first strip of adhesive and adhered directly to the first strip of adhesive such that the first strip of film cannot be separated from the first strip of adhesive without destroying the first strip of film and the sticker; and

a second non-perforated strip of vinyl film having a first side and a second side, the second side of the second strip of film having a low-tack adhesive thereon, the first side of the second strip of film positioned to correspond to the

09901472.070901

second strip of adhesive and adhered directly to the second strip of adhesive such that the second strip of film cannot be separated from the second strip of adhesive without destroying the second strip of film and the sticker;

wherein the second sides of the strips of vinyl film are capable of being releasably adherable to the windshield so that the indicia-bearing substrate is viewable through the windshield from outside of the vehicle, and the indicia bearing portion of the sticker does not have adhesive over that portion, and the strips are trimmed to correspond in size to the strips of adhesive.

15. A sticker assembly comprising:  
 a sticker having an indicia-bearing surface;  
 a non-perforated layer of static-cling film; and  
 an adhesive disposed between the sticker and the film resulting in direct contact of the adhesive with the static-cling film and fixedly attaching the sticker to the static-cling film and wherein the indicia-bearing surface is viewable through a receiving surface and wherein the sticker assembly is adapted to be releasably adhered to the receiving surface.

16. A method of releasably adhering a vehicle windshield sticker to a vehicle windshield, the method comprising:

providing an indicia-bearing windshield sticker having an adhesive layer thereon;

providing a non-perforated layer of static-cling film having a first side and a second side, the second side holding a static charge;

adhering the sticker to the first side of the static-cling film via the adhesive layer wherein the adhesive layer is in direct contact with the first side of the film and wherein the adhesive layer fixedly attaches the sticker to the first side of the film to form a static-cling sticker assembly; and

adhering the static-cling sticker assembly to the windshield by placing the second side of the static-cling film against the windshield wherein the indicia

09901472-070901

is viewable through the windshield and wherein the static-cling sticker assembly can be peeled off the windshield without damage to the sticker.

5           17.    The method of claim 16 including the step of trimming the static-cling film thereby placing peripheral edges of the static-cling film in registry with peripheral edges of the windshield sticker.

10           18.    The method of claim 16 wherein the adhesive layer on the windshield sticker has spaced strips of adhesive and the method further including the step of placing strips of static-cling film coinciding with the strips of adhesive.

          19.    The method of claim 16 wherein the static-cling film is optically clear.

15           20.    A static-cling sticker assembly for a vehicle having a window, the assembly comprising:

                  an indicia-bearing window sticker having an adhesive layer;

                  a continuous, uninterrupted layer of static-cling film having a first side and a second side, the second side holding a static charge, the first side adhered directly to the adhesive layer of the window sticker wherein the adhesive layer fixedly attaches the window sticker to the first side of the static-cling film; and,

20

                  the second side of the static-cling film is releasably adhered to the window wherein the indicia-bearing sticker is viewable through the window from outside of the vehicle.

25.

          21.    The window sticker assembly of claim 20 wherein peripheral edges of the static-cling film are essentially in registry with peripheral edges of the window sticker.

09901472.070901